

SYSTEM AND METHOD FOR BROKERING FOOD ORDER TRANSACTIONS
AMONG A PLURALITY OF UNAFFILIATED SELLERS

ABSTRACT OF THE DISCLOSURE

A system (10) for brokering food order transactions among multiple unaffiliated sellers (14) includes one or more databases containing delivery information associated with each of possibly multiple of buyers (12), availability information identifying food items available from each of multiple unaffiliated sellers (14), pricing information for the food items available from each seller (14), and delivery information for each seller (14) that includes a delivery area for the seller (14) and substantially real-time delivery time information for the seller (14) based at least in part on a current order backlog for the seller (14). A food order transaction broker (18) receives a request for at least one food item from a buyer (12) and generates a list of one or more sellers (14) of the requested food item according to a comparison of the requested food item with the availability information for each seller (14) and a comparison of the delivery information for the buyer (12) with the delivery area of each seller (14). The list reflects the pricing information for the requested food item for each listed seller (14) and the substantially real-time delivery time information for each listed seller (14). The broker (18) initiates a food order transaction concerning the requested food item with a particular listed seller (14) selected from the list.